



The Recruitment & Retention Workforce News e-newsletter has been developed and is being piloted as a tool to increase the sharing of recruitment and retention practices and information across agencies within the State of Wisconsin. The newsletter will be emailed the first week of every other month, beginning in August 2007.

To sign up to receive this every other month, all you have to do is visit <http://workforceplanning.wi.gov/category.asp?linkcatid=2209&linkid=19&locid=14>, and follow a few simple steps (if you're not signed up already).

***Note:** *Unlike other listservs, the only messages that you should receive for signing up will be the first week of every other month when the e-newsletter goes out. This means that in the future when you receive the e-newsletter, you won't be able to reply directly to the listserv.*

▪ **Statewide Engineering Recruitment and Retention Survey Results**

As part of the workforce planning process, the Office of State Employment Relations established focus groups consisting of members from agencies statewide to work on enterprise wide critical hiring needs. Specifically, the groups are looking at how to improve both the recruitment and retention in positions determined to fit the critical hiring needs criteria. One critical hiring need area is engineering, and in order to determine how to best recruit and retain individuals for engineering positions, the group decided to start by surveying current engineering employees in the State of Wisconsin. The survey had over 1200 responses, and sheds some light on what brought current employees to their positions, as well as what keeps them here. Although these results are specific to engineers, they provide some interesting insights in to what attracts employees to positions with the State of Wisconsin. To see a summary of the results visit <http://workforceplanning.wi.gov/docview.asp?docid=11684>.

**Note: A similar survey will be done focusing on fiscal positions.*

- **Wisc.Jobs continues to Improve!**

Since the Wisc.Jobs website has evolved over the past year with the implementation of projects such as the Overall Public Usability enhancements as well as the continued marketing effort to increase awareness for the site, OSER has gathered data to determine the effects of these various activities on the use of the site. Data was gathered on similar time periods in 2006 and 2007, and the results are available by viewing the document attached to the end of this newsletter titled "Wisc.Jobs". This information is great news, as you can see that the amount of users accessing the site has almost doubled!

- **Milwaukee Journal Sentinel**

One new feature of posting jobs on Wisc.Jobs came about in July of 2007, and is related to the Milwaukee Journal Sentinel. The Milwaukee Journal Sentinel offered to begin copying all jobs off of Wisc.Jobs, and posting them on the Journal Sentinel's job site (www.jsonline.com/jobs) free of charge. This process has been set up and is in place, and all jobs that are posted on Wisc.Jobs and that are listed as "open" in the area of competition section are copied and placed on the Journal Sentinel's website. Jobs are updated 3 times per week (Monday, Wednesday, and Friday), and at these times new jobs are added and jobs with past due deadlines are removed. There are a few glitches in the system that continued to be worked on, but overall the process seems to be working and is an excellent no cost venue to promote jobs with the State of Wisconsin. To see an example of a job copied from our site, click http://jobview.jobnoggin.monster.com/getjob.asp?JobID=63048102&JobTitle=EDUCATION+CONSULTANT&co=xwscw_stateofwisx&vw=b&AVSDM=2007-10-04+17%3a38%3a00&pg=1&seq=39

**Note: The Journal Sentinel has recently co-branded their jobsite with Monster.com, and their new site address is www.jobnoggin.com*

- **Upcoming Career Fairs**

Throughout the year, representatives from the Office of State Employment Relations attend career fairs to promote employment with the State of Wisconsin. OSER representatives promote employment opportunities across all agencies and campuses, and agencies can send information and representatives along as well. If representatives from multiple agencies request to attend a specific fair, OSER will allow them to come along on a first come first serve basis to control the number of representatives at the booth. Agencies also have the ability to reserve their own booth and request to be placed next to OSER at these events.

To view the listing of fairs, click

http://www.wisc.jobs/public/event_view.asp?eventid=58&evtype=2

**Note: One fair that is not listed at this time is the MATC IT fair on October 11th. This fair is typically a smaller fair (around 100 students last year), but is a free event and great for entry level IT positions.*

One of the goals of this publication is to allow agencies to communicate best practices or successes they have had in recruitment and retention. If you have any information or successful practices that you would like to share, please contact Travis Dillon, Enterprise Recruitment Specialist, at Travis.Dillon@wisconsin.gov . In addition, feel free to pass this along to anyone with the State of Wisconsin that you feel might be interested in this information.

Wisc.Jobs continues to improve!

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- The number of users who accessed the site in 2006 over the specified time period was an average of 3,229 users per day.
- In 2007, the average number of users per day increased to 5,205 users per day. That's a difference of almost 2,000 users per day, or an increase of 61%.
- In addition, the number of pages viewed on the site increased from an average of 54,783 per day in 2006 to 83,259 per day in 2007, an increase of 52 %.

In May and June of 2007, OSER created both radio and newspaper advertisements and ran them in eight publications and five radio stations.

- Prior to the ads being run, there was an average of 4,998 users accessing Wisc.Jobs per day.
- During the time period of the marketing campaign, the number increased to 5,205, or an additional 207 users per day. This accounts for a total of 4,339 more users over the three week campaign.
- Additionally, the increase in the number of users over this time period led to an additional 427 applications over the three week span of the advertisements.

**Notes: We've used the term "user" to refer to what is technically termed a "session". A session is the statistic that is most indicative of the actual number of "users" to visit the site. The technical definition of the terms used in this message are as follows:*

Session (User): A series of clicks on your site by an individual visitor during a specific period of time. A Session is initiated when the visitor arrives at your site, and it ends when the browser is closed or there is a period of inactivity. Sessions quantities will vary to some degree based on what type of visitor tracking method is employed.

Pageview: A request from a visitor's browser for a displayable web page, generally an HTML file. Urchin's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews.